

Message Text

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SUBJ BEEF INDUSTRY ASSISTANCE

REF OTTAWA 4053

1. AGRICULTURE MINISTER EUGENE WHELAN TODAY ANNOUNCED A FOUR-POINT PROGRAM TO SUPPORT THE CANADIAN BEEF INDUSTRY (REFTEL). THE MAIN FEATURE WILL BE AN ATTEMPT TO STABILIZE THE SLAUGHTER COW MARKET.

A) COW BEEF STABILIZATION. FOR THE PERIOD NOVEMBER 16, 1974 TO APRIL 30, 1975 A SUPPORT PRICE OF \$23.21 PER CWT. HAS BEEN ESTABLISHED FOR GRADE D1, D2, D3 AND D4 COWS. LARGE FARMERS WILL BE ELIGIBLE TO RECEIVE A DEFICIENCY PAYMENT UNDER THIS PROGRAM ON COWS SOLD AT THE RATE OF TWO PERCENT PER MONTH UP TO A MAXIMUM OF FIVE PERCENT OF THE HERD. SMALL FARMERS WILL BE ELIGIBLE FOR DEFICIENCY PAYMENTS ON A MAXIMUM OF TWO COWS. THE DEFICIENCY PAYMENT WILL BE THE DIFFERENCE BETWEEN THE AVERAGE PRICES RECEIVED IN THE MARKET PLACE AND THE \$23.21 PER CWT. SUPPORT PRICE.

B) FOOD AID. CANADIAN BEEF LOAF (CANNED BEEF) WILL BE PACKED IN 12 OUNCE CANS, LABELED AS A GIFT FROM CANADA AND UNCLASSIFIED

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WILL BE USED IN FOOD AID PROGRAMS BY THE CANADIAN

INTERNATIONAL DEVELOPMENT AGENCY (CIDA).

C) GROUND BEEF PROMOTION. MR WHELAN WILL URGE MEAT RETAILERS TO UNDERTAKE SPECIAL PROMOTIONS TO ENCOURAGE THE USE OF GROUND BEEF-TYPE MEAT DURING THIS PERIOD OF HEAVY MARKETING OF COWS.

D) BEEF STABILIZATION PROGRAM EXTENDED. IN AUGUST 1974, THE GOC INSTITUTED A ONE-YEAR STABILIZATION PROGRAM FOR GRADE A, B AND C STEERS AND HEIFERS, WITH A SUPPORT PRICE OF \$45.42 PER CWT. MR WHELAN TODAY ASSURED BEEF PRODUCERS THAT THE STABILIZATION PROGRAM WILL CONTINUE BEYOND AUGUST 1975 AND WILL BE ADJUSTED TO REFLECT PRODUCTION COSTS.

2. THE DIRECTOR OF THE LIVESTOCK DIVISION, AGRICULTURE CANAD, HAS CONFIRMED THAT THE WORDING OF THE PRESS RELEASE ON POINT D ABOVE IS CORRECT RATHER THAN THE ONE YEAR EXTENTION BEYOND AUGUST 1975 REPORTED IN PARA 1 OF REFTTEL.
JOHNSON

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